

Título: Open Access Scholarly Journals And Business: Are They Compatible?

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Abstract: The development of open access is resting on two strategies that need revisiting. One, the Gold Road, finds it difficult to develop a viable business plan in the absence of outright and direct governmental support; the other, the green road, rests on institutional repositories and self-archiving. The talk will explore innovative approaches to stimulate the development of open access journals within a business perspective. This could be called: Beyond PLoS and BMC. It will also look at ways to create symbolic values over institutional repositories so as to make them really vital for the management of a successful scientific career. The conclusion will be that open access is reaching its second wind.